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PATENT
Customer No. 22,852
Attorney Docket No. 08011.3010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

John DeMayo et al.

Application No.: 09/711,261

Filed: November 10, 2000

For: APPARATUS AND METHOD FOR
HYPERLINKING SPECIFIC
WORDS IN CONTENT TO TURN
THE WORDS INTO
ADVERTISEMENTS

Group Art Unit: 3622

Examiner: Donald Champagne

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APR 26 2004

GROUP 3600

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO OFFICE ACTION

In reply to the Office Action mailed January 22, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper.

Remarks follow the amendment sections of this paper.